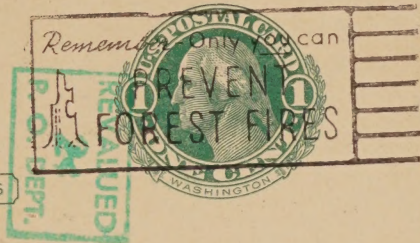


THIS SIDE OF CARD IS FOR ADDRESS



Manager  
Radio Station WCSR  
10½ Prospect Street  
Northampton, Mass.

Dear Station Manager:

According to our records, your station has completed a total of 235 15-minute programs for Lucky Strike in the current contract year, through March 31st, 1954.

77 Please be certain that you will complete AT LEAST additional 15-minute Luckies programs before you leave the air for the summer. (Of course, we hope you will keep right on with your basic Luckies schedule as long as your teletype remains in service, even though you may surpass the 312-program minimum.)

Will you please fill in and return to us the attached postal card? Thank you very much.

COLLEGE RADIO CORPORATION